

By Victor Cheng

Goal:

Close the "reality vs perception" resume gap

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Agenda

- 1. The Role of a Resume (It's not what you think)
- 2. What's Important & Why
- 3. Resume Writing Guidelines & Template

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1) The Role of a Resume

• Perception: A history of your professional experiences

1) The Role of a Resume

- Perception: A history of your professional experiences
- Reality: A marketing brochure to sell the reader on why they should interview you in person

Big Idea:

Make it EASY for the reader to find what SHE is looking for (regardless of what's important to you or how hard you worked)

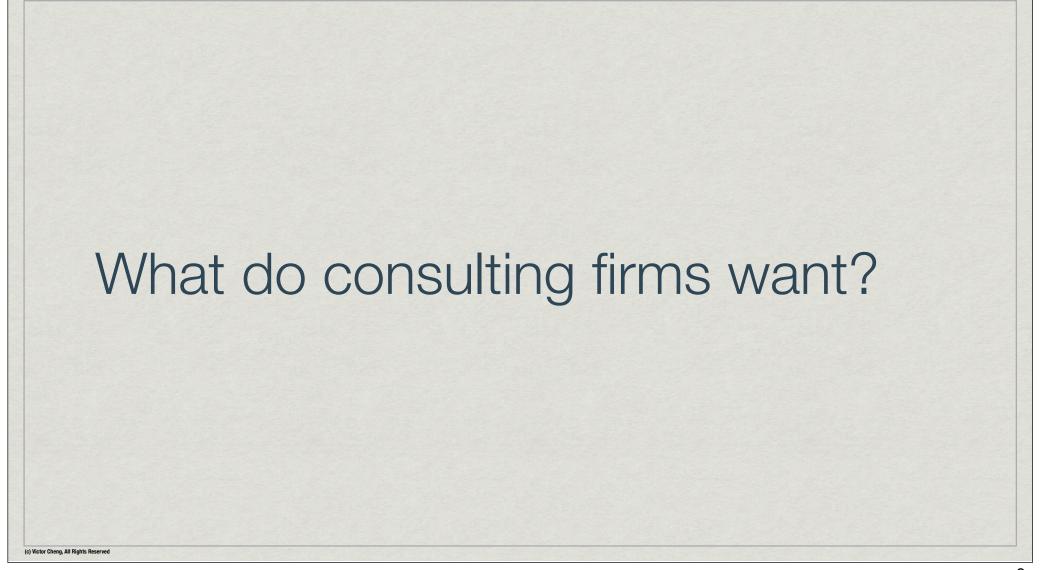
Begs the Question:

So what exactly are consulting firms looking for in a resume?

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The Mental Role Model:

Super achieving*, math nerds* with amazing people skills

* Validated by credible and trusted 3rd parties

The Mental Role Model:

a) Super achieving*, b) math nerds* with c) amazing people skills

* d) Validated by credible and trusted 3rd parties

A) Super Achieving

- * In the top 5% 10% in virtually any field
 - * Top university graduate
 - * Top student by gpa
 - * Top scoring test taker
 - * Top employee by rankings
 - * Top _____(almost anything)
 - * Top position in xyz organization
- * In work experience, super achievement =
 - * # promotions / # years in work force
 - * \$ amount generated or saved for employer in deals, sales, projects
 - # # patents, # publishing references

B) Math Nerd

- * Belief: Logic & Analytical Skills highly correlated with Math Ability
- * 95th Percentile in any 3rd party trusted test or comparable achievement in a quantitative field
 - * 95th percentile in college entrance exam
 - * Scholarship recipient (awarded to top 5% of class) in technical field
 - * Award given to top 10% of class in physics department
 - * GPA equivalent to top 10% in technical major
 - * Top 5% performance rating as an employee in technical field

C) People Skills

What the reader is thinking:

- * Are you a loner?
- * Incapable of having a friendly conversation with someone else?
- * Only able to function in a lab? in front of a computer? while taking a test?
- * Experience working with diverse groups of people
 - * Different functional or expertise areas
 - * Different levels of seniority
 - * Different age groups
- * Experience working with large number of people (include # people)

D) Credible & Trusted Third Party Validation

- ***** For Math Skills
 - * SAT, GMAT, GRE, College Entrance Exam Test Scores (State your score and your % rank)
 - ** University awards with % cut-off (e.g., XYZ Award - Given to top 5% of students in class)
- * For Super Achievement
 - * Big Brand Name Employer (BBNE)
 - * Elite University
- * For People Skills
 - * Varies based on experience level

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Guidelines on Writing

* Know your audience (what they do and do not know about your field) (Safest Bet: Assume they know very little)

*** Quantify EVERYTHING**

- * "Led team to do X" vs "Led 7 person team to do X"
- * "Improved cycle time" vs "Improved cycle time by 30% saving \$4M"
- * "Served as principal engineer" vs "Served as principal engineer on 4 product development projects representing 85% of company's sales"
- * For bullets: State results first, then the "how" results were achieved
 - * "Developed new polyphasic, hyper-kinetic, mumbo jumbo process for XYZ compound" vs "Obtained 3 patents that generated \$1 billion in sales by developing new compound"

Guidelines on Editing

- * 1) Score how yourself on how many data points you have for:
 - * Super-achiever
 - * Math nerd
 - * People skills
 - 3rd party validation of the above
- * 2) Don't over-allocate space on the page to one area at expense of others
 - * Example:
 - * If you have a PhD in Physics from MIT and a GRE Math Score 800 -- that's sufficient space to prove you can do math. (No need to list all 15 math awards you won)
 - * Instead allocate space for people skills, documenting super-achiever status

Guidelines on Formatting

- * Most important things at the top (as opposed to the bottom)
- * Most important things on the left (as opposed to middle or right)
- ** Most important things bolded (as opposed to unbolded)

 (eg. BBNE more important than job title, University name more important than degree type)

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